

Making Counter Sales Profitable!

By Dr. Rick Johnson, CEO Strategist

Build your customer base and increase your business' profits by understanding sales triggers and how to effectively turn counter space into sales space. Rick Johnson's reader-friendly coaching style and real-world wisdom will teach you the thought processes and techniques that will make you "the dealer of choice" in no time!



What will **Making Counter Sales Profitable** teach me?

- **The team you play on:** What are counter service responsibilities? Learn the various job roles within your branch and where you fit in from a customer service perspective.
- **Building relationship equity:** Who is your customer, and what are their expectations? Learn to develop customer-valued relationships through service excellence and learn how to influence your customer's purchasing behavior.
- **The "A" Player Professional counter salesperson:** Learn to give customers more than they expect... delivering the "WOW!" factor.
- **It's All About Growth- Improving your Sales Skills:** Understanding the sales process... learn suggestive selling, up-selling, closing techniques, dealing with objections, difficult customers, and much more!
- **Communication:** Verbal and non-verbal communication techniques... learn what to say, and what *not* to say.
- **Merchandising:** Learn how to exhibit products to produce more sales... what are the key techniques to success?

Making Counter Sales Profitable will help you build a life-long customer base!

Who benefits from using the Making Counter Sales Profitable CD Kit? Counter sales professionals are definitely on the front line. **Yet, everyone in your company also plays a role!** Accounting, human resources, warehouse personnel, truck drivers, administration, information technology, purchasing managers and even receptionists are part of the service excellence formula, and can add real value to your company by taking advantage of this unique new training opportunity!

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